

ORDER



Orders
Order / Rev: 708411
Alt Order #: 06290577
Product Desc: KLINE FOR CONGRESS
Estimate: 211
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 08/21/12 / 08/21/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Stevens Reed Curcio & Potholm Medi
Buying Contact:
Billing Contact:
 201 North Union Street, Suite 200
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: JOHN KLINE/R/CON/MN
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-4
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	63	\$62,875.00	\$53,443.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	63	\$62,875.00	\$53,443.75	0.00
Totals	63	\$62,875.00	\$53,443.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	24%	\$62,875.00
Market	100%	\$261,979.17

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWE	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	11%	\$28,817.71
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	14%	\$36,677.08
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	51%	\$133,609.38
WFTC	0%	\$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	10/16/12	10/22/12	M-F 1-2p Rachel Ray	CM	1P-2P	MTWTF--	:30	5	\$180.00	P-4	0.00	NM	5	\$900.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	5		\$180.00		0.00						
E 2	KARE	10/16/12	10/22/12	M-F 10-1035p KARE News 10p	CM	10-1035P	MTWTF--	:30	5	\$2,475.00	P-4	0.00	NM	5	\$12,375.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	5		\$2,475.00		0.00						
E 3	KARE	10/16/12	10/22/12	Tonight Show Tonight Show	CM	1035pm-1135pm	MTWTF--	:30	4	\$675.00	P-4	0.00	NM	4	\$2,700.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	4		\$675.00		0.00						
E 4	KARE	10/16/12	10/22/12	M-F 2-3p The Doctors	CM	2P-3P	MTWTF--	:30	5	\$200.00	P-4	0.00	NM	5	\$1,000.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	5		\$200.00		0.00						
E 5	KARE	10/16/12	10/22/12	M-F 3-4p DR OZ	CM	3-4p	MTWTF--	:30	5	\$350.00	P-4	0.00	NM	5	\$1,750.00
DR. OZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	5		\$350.00		0.00						
E 6	KARE	10/16/12	10/22/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MTWTF--	:30	2	\$360.00	P-4	0.00	NM	2	\$720.00
KARE 4P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	2		\$360.00		0.00						
E 7	KARE	10/16/12	10/22/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF--	:30	3	\$850.00	P-4	0.00	NM	3	\$2,550.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	3		\$850.00		0.00						
E 8	KARE	10/16/12	10/22/12	M-F 5-530p KARE 11 5 News	CM	5-530p	MTWTF--	:30	5	\$1,450.00	P-4	0.00	NM	5	\$7,250.00
KARE 5P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	5		\$1,450.00		0.00						
E 9	KARE	10/16/12	10/22/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF--	:30	5	\$1,450.00	P-4	0.00	NM	5	\$7,250.00
KARE 6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	5		\$1,450.00		0.00						
E 10	KARE	10/16/12	10/22/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	MTWTF--	:30	5	\$850.00	P-4	0.00	NM	5	\$4,250.00
SUNRISE 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	5		\$850.00		0.00						
E 11	KARE	10/16/12	10/22/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	MTWTF--	:30	5	\$1,700.00	P-4	0.00	NM	5	\$8,500.00
ET															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	5		\$1,700.00		0.00						
E 12	KARE	10/16/12	10/22/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	5	\$800.00	P-4	0.00	NM	5	\$4,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	5		\$800.00		0.00						
E 13	KARE	10/16/12	10/22/12		CM	9-10a	MTWTF--	:30	3	\$225.00	P-4	0.00	NM	3	\$675.00

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				M-F 9-10a											
				TODAY											
				TODAY 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		3			\$225.00			0.00			
E 14	KARE	10/22/12	10/22/12	Mon Prime SMASH	CM	9-10P (9:00 PM-10:00 PM)	M-----	:30	1	\$4,500.00	P-4	0.00	NM	1	\$4,500.00
				SMASH											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$4,500.00			0.00			
E 15	KARE	10/20/12	10/20/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530P	-----S-	:30	1	\$585.00	P-4	0.00	NM	1	\$585.00
				SAT 5P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1			\$585.00			0.00			
E 16	KARE	10/20/12	10/20/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	2	\$585.00	P-4	0.00	NM	2	\$1,170.00
				SAT KARE NWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		2			\$585.00			0.00			
E 17	KARE	10/21/12	10/21/12	MN Bound MN Bound	CM	1035P-1105P	-----S	:30	1	\$1,800.00	P-4	0.00	NM	1	\$1,800.00
				SU 10P MEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1			\$1,800.00			0.00			
E 18	KARE	10/21/12	10/21/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$900.00	P-4	0.00	NM	1	\$900.00
				SU 5P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1			\$900.00			0.00			
													Totals	63	\$62,875.00